## Remarks

Claims 1-29 are pending.

The Examiner rejected Claims 1-2, 4-5, 19 and 24 under 35 U.S.C. § 103(a) as being unpatentable over Disclosed Prior Art and the book "Expert Systems for Experts" ("Parsaye"). With respect to Claims 1-2, the Examiner states, in pertinent part:

... Disclosed Prior Art does not teach performing in a data processina system, a method comprising: creating, in a database system of the data processina system, a plurality of price tables; and creating, in the database system, a plurality of product rules; wherein product rules comprise a plurality of attributes, and wherein a search key is constructed for each product rule from one or more of said attributes to link each applicable to one of said price tables. (emphasis added).

Parsaye discloses performing in a data processing system (expert system), a method comprising:

creating, in a database system of the data processing system (expert system), a plurality of price tables (frames). (see pp. 35 - 60 and 195 - 211); and

- creating, in the database system, a plurality of product rules (rules). (see pp. 48 57);
- wherein product rules (rules) comprise a plurality of attributes (slots,
- values or attributes), and wherein a search key(frame-name) is constructed for each product rule (rule) from one or more of said attributes (slots, values or attributes) to link each applicable to one of said price tables (frames). (see pp. 48 57).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Disclosed Prior Art by incorporating a database storage capacity and a rule-based system method for retrieval, as disclosed by Parsaye, to allow for the use of an expert system to automate the retrieval and application of data, such as pricing, efficiently and quickly.

Furthermore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have automated the method, since it has been held that broadly providing a mechanical or automatic means to replace manual activity that accomplishes the same result involves only routine skill in the art. *In re Venner*, 120 USPQ 192

Applicant respectfully submits that the Examiner is mistaken. In the rejection quoted above, the Examiner states Parsaye teaches price tables in a data processing system because Parsaye teaches frames. However, nowhere in Parsaye is it mentioned "price tables" of a data processing system. Thus, the Examiner confuses two very different concepts. Frames are very different data structures than price tables in a data processing system. On page 50, Parsaye gives a definition for the term "frame":

... A frame is a specialized structure that represents a stereotypical situation. Additional power is added to the frame concept by allowing information to be attached to each frame. These attachments can include instructions about how to use the frame, what should happen next, and what to do if the expectations are not met.

Each frame has a higher-level frame (parent frame) to which it belongs. ... The characteristics of each frame are captured in its *slots* or *attributes*.

Parsaye also teaches at page 55, the important features of a frame:

We have now introduced three important features that frames provide:

Hierarchical representation.

Attribute packaging.

Inheritance.

In essence, the Examiner is stating that one of ordinary skill in the art would be motivated to provide a "price table" in a data processing system as a "stereotypical situation.". Taken to its logical conclusion, a price table in a data processing system under Parsaye's teachings would have "hierarchical representation," "attribute packaging" and "inheritance." This notion defies common sense. Applicant submits that one skill in the art would not be motivated to implement price tables in a data processing system as frames. If the Examiner does not agree, Applicant therefore respectfully requests that the Examiner provide a step-by-step description as to how one of ordinary skill in the art would be led to a price table from frames, as defined by Parsaye. Otherwise, Applicant respectfully submits that one skilled in the art would not derive from Parsaye's teachings a "price table." Accordingly, the combined teachings of the Disclosed Prior Art and Parsaye neither disclose nor suggest Applicants' Claim 1 and its dependent Claims 2, 4-5 and 19.

With respect to Claim 24, the Examiner states:

Regarding Claim 24, further system claim would have been obvious from method claim rejected above, Claim 2, and is therefore rejected using the same art and rationale.

However, Claim 24 depends from Claim 23, but the Examiner rejected Claim 24 under a different basis. Assuming that the Examiner rejected Claim 24 based on the same purported teachings of Parsaye on "price tables," Applicant respectfully submit that Claim 24 is also allowable over the combined teachings of Disclosed Prior Art and Parsaye..

Reconsideration and allowance of Claims 1-2, 4-5, 19 and 24 are therefore requested.

The Examiner rejected Claims 3, 17-18 and 23-29 under 35 U,S,C, § 103(a) over the Disclosed Prior Art and Parsaye, and further in view of the book "Expert Systems: the User Interface" ("Hendler"), citing Hendler for disclosing various aspects of product rules.

Applicant therefore respectfully submit that combining Hendler's teachings with the teachings of the Disclosed Prior Art, and considering the combined teachings as a whole, would not disclose or suggest the "price tables" in each of Claims 3, 17-18 and 23-29. Reconsideration and allowance of Claims 3, 17-18 and 23-29 are therefore requested.

The Examiner rejected Claims 6-16 and 20-22 under 35 U.S.C. § 103(a) over the Disclosed Prior Art and Parsaye, and further in view of "Official Notice." However, as Claims 6-16 and 20-22 each depend from Claims 1 and 5 respectively, the Examiner's combination of the teachings of the Disclosed Prior Art, Parsaye and "Official Notice," taken as a whole, fails to disclose or suggest Claims 6-16 and 20-22. Reconsideration and allowance of Claims 6-16 and 20-22 are therefore requested.

For the foregoing reasons, Applicant respectfully submits that all pending claims (i.e., Claims 1-29) are allowable. If the Examiner has any questions regarding the above, the Examiner is respectfully requested to telephone the undersigned Attorney for Applicant at 408-392-9250.

Certificate of Transmission: I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office (USPTO) via the USPTO's electronic filing system on June 3, 2009.

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